

Network: FX

Time: 7:05 PM PST

Aired Item: Commercial for FX program, "The Shield."

FX aired a commercial that started with a very quick statement "parental guidance suggested" and within one second, a man was pulling a human hand out of a paper bag. The commercial, before I could mute it, talked of "a person torturing kidnap victims for enjoyment."

How can a show that advertises as "too intense for network TV" and is aired at 10 PM advertise so graphically at 7 PM, when children can be watching. Shouldn't the level of graphic violence in an advertisement match the rating of the show on which it is aired?

The episode airs next Tuesday night, 1/21/03. How can the airing of this commercial be limited to after at least 9 or preferably 10 PM?

The damage is now done. How will FX be reprimanded for such dispicable behavior? Can airing of all commercials for "the Shield" prior to 10 PM be stopped? FX has been a favorite station, but no more.

Thank you.

Frank Scaduto